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R Plan de Recuperación,
Transformación
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Consell de
Mallorca



Fundació Turisme
Responsable
de Mallorca



MALLORCA PID

SMART
DESTINATION
PLATFORM

**Meeting of the tourism ecosystem of the
Mallorca PID**

Press kit

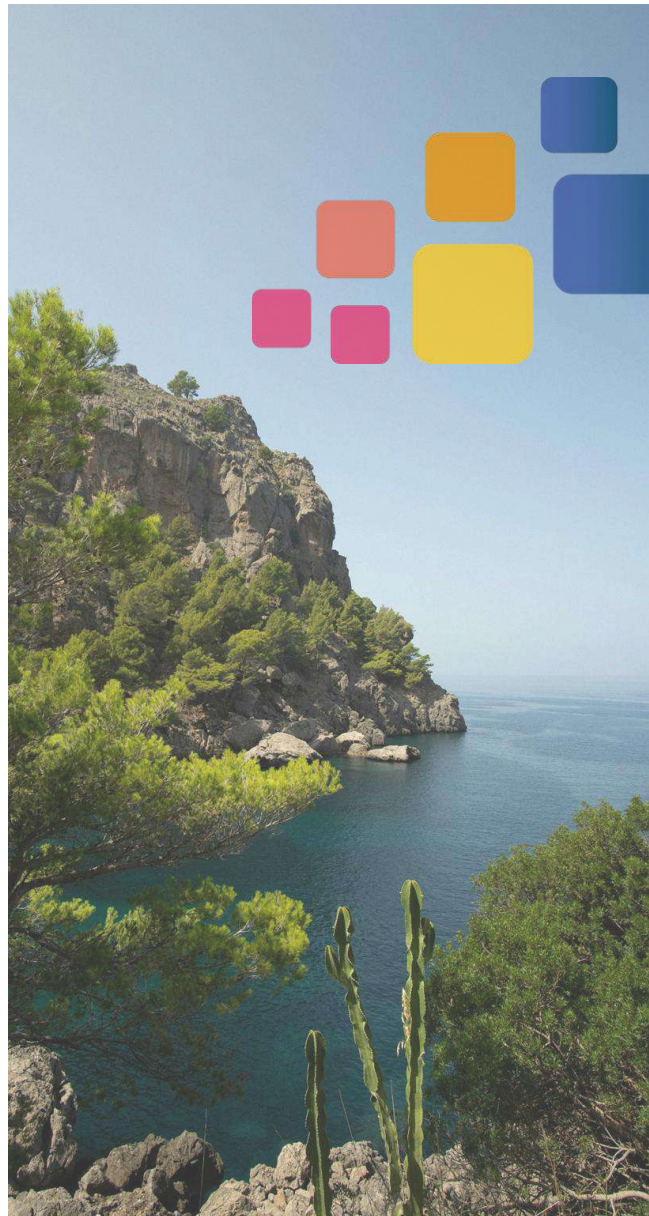
Introduction | Press kit

The purpose of this press kit is to offer a clear and structured vision of the **Mallorca PID – Smart Destination Platform project**, a strategic initiative promoted by the **Consell de Mallorca** and the **Fundació Turisme Responsable de Mallorca** to accelerate the digital transformation of the destination.

This document brings together the essential elements to understand the scope of the project, the context in which it is developed, the objectives it pursues and the role of the different agents involved. It also provides detailed information about the presentation event, its purposes and the invited professionals, aligning each section with the global vision of the Platform.

Mallorca PID is a decisive step towards a smarter, more connected and more efficient destination. Through advanced technologies and collaboration between administrations, the private sector and citizens, the project seeks to anticipate the needs of the territory and the visitor, optimise decision-making and strengthen the island's competitiveness.

The dossier summarises the main pillars of the project, the general and specific objectives that guide it, as well as the associated **Comprehensive Training Plan**, serving as a reference tool for the media and collaborating entities.





Mallorca PID

Tourist context of Mallorca

Tourism is **the main economic driver of Mallorca**, an island that in 2023 received **more than 10.6 million international tourists**, representing **12.5% of total arrivals to Spain**. This sustained flow of visitors sustains an essential part of the island's business fabric, generates direct and indirect employment and **defines, to a large extent, the socio-economic structure of the territory**. The weight of tourism in the Mallorcan economy is not only quantitative, it also **conditions territorial planning, infrastructure management, energy demand and pressure on natural resources**.

In recent years, tourism demand has maintained a **stable trend**, marked by the post-pandemic recovery and the consolidation of Mallorca as a **leading international destination**. This increase **has increased the complexity of tourism management** and the need for accurate information and decision support systems to anticipate changes, balance flows and protect environmental and social values, with the aim of influencing the **main problems** facing Mallorca as a tourist destination:



Data dispersion and fragmentation

Key information for tourism management is dispersed among multiple systems and public and private actors, which makes it difficult to integrate, limits advanced analyses and reduces the effectiveness of public policies and the competitiveness of the private sector.



Territorial and water vulnerability

Mallorca's island status entails structural limitations in terms of resources, logistics and carrying capacity, highlighting water scarcity aggravated by climate change and the territorial pressure of tourist and residential demand, which requires more precise, sustainable and evidence-based planning.



Tourist flows and coexistence

The arrival of visitors exposes infrastructures, pressure on public spaces and land use. All this affects the quality of life of residents and can generate social tensions and negative perceptions. These tensions increase mainly in areas with high seasonal concentration or with limited capacity to manage large volumes of visitors.



Lack of inter-administrative coordination

Tourism management in Mallorca involves different administrative levels and the private sector, but the lack of agile coordination and interoperability fragments initiatives, duplicates efforts and dilutes resources, hindering integrated governance and responding to complex and cross-cutting challenges.

Project objectives

Mallorca continues to work on **improving its capabilities in the field of tourism intelligence**. Mallorca's digital ecosystem continues to evolve. After the launch of the **Sustainable Tourism Observatory** of Mallorca and the **Mallorca.es**, we present a fundamental element to strengthen it: the Mallorca PID platform, which was born with the following objective:



"To promote a comprehensive digital transformation of the destination of Mallorca, providing the island with an advanced technological infrastructure that allows it to integrate, analyse and use tourist data efficiently"

This objective translates into the **creation of a platform capable of improving public management, optimising natural and territorial resources, strengthening the sustainability of the destination and offering better experiences to both residents and visitors**. Mallorca PID was born, therefore, as a **strategic lever to modernise tourism governance and guarantee the competitiveness of the territory** in the medium and long term.



General objectives

01



Improving the sustainability of tourism in Mallorca

02



Promoting the digitalisation and modernisation of tourism management

03



Optimize coordination and collaboration between the public and private sectors

04



To improve the quality of life of residents and coexistence with visitors

05



Promoting innovation and efficiency in tourism planning and management

06



Culture-Tourism Binomial



Specific objectives

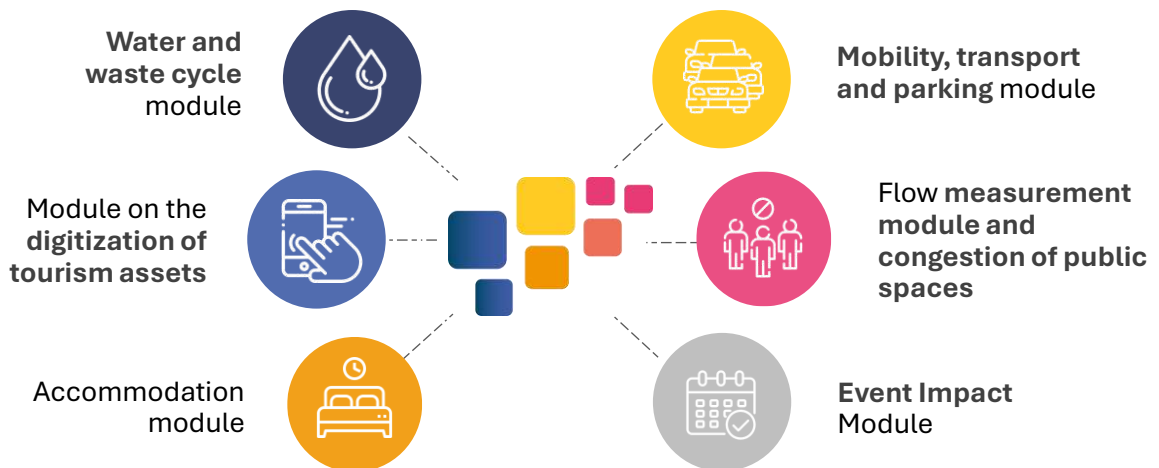
- 1** To improve **mobility and transport** on the island of Mallorca, including the management of car parks
- 2** Improve the **tourist experience** and personalization of tourists who visit the Balearic Islands
- 3** To improve the **dissemination of and access to tourist information** about Mallorca
- 4** Improve the **monitoring and analysis** of tourist flows in Mallorca
- 5** **Optimise the management of urban waste** linked to tourism from a circular economy approach.
- 6** Improving the **hydrological management** of the island of Mallorca
- 7** Improve the **management of accommodation** and holiday homes
- 8** **Monitor the degree of congestion** of tourist spaces and infrastructures
- 9** Evaluate the **impact** of tourism events
- 10** Improve **digital interaction** between public administrations, visitors and residents
- 11** Develop **intelligence tools and modules** that improve the analysis of tourism activity
- 12** **Promote the use of the tourism platform** to support decision-making, the tourist experience and business management.



Expected results

The **Mallorca Smart Destination Platform** (Mallorca PID) will be designed guaranteeing its full interoperability with the central node of the Smart Destination Platform (PID). Within this framework, Mallorca plans **to make use of all the common modules of the central node**, taking advantage of its content management, interaction with tourists, destination governance and data intelligence capabilities.

On this common basis, Mallorca defines a series of **specific use cases** aimed at **responding to the specific needs of the destination** (both from the visitor's perspective and from public management and collaboration with the private sector) by maximising the use of common services and aligning the solution with the **Smart Tourist Destination** model. The start-up will generate significant impacts on public management, sustainability, business competitiveness and the tourist experience. The combination **of common modules of the PID** with the specific use cases defined for Mallorca will provide a unified, interoperable and data-driven digital ecosystem, which will transform the way the island plans, manages and communicates its tourism model.





Meeting of the tourism ecosystem of the Mallorca PID

Event Context

The **Responsible Tourism Foundation of Mallorca of the Consell de Mallorca**, organizes the **Meeting of the tourism ecosystem of the Mallorca PID**, the Smart Platform of Destinations that will mark a before and after in the island's tourism management. The meeting will take place on **10 April 2026 at the Hotel Palma Marina** and is a key milestone in the deployment of the project, marking the **beginning of its sectoral activation and training phase**.

Mallorca is moving towards a more sustainable, balanced and connected tourism model, which requires tools capable of integrating multiple sources of information, anticipating dynamics and supporting strategic decisions. In this context, the **Mallorca PID**, a technological infrastructure designed to strengthen planning, improve public-private coordination and increase the competitiveness of the island's tourism ecosystem, was born.

The event combines institutional presentation, demonstration of skills and the start of a training cycle. In addition to publicizing the platform, the **Comprehensive Training Plan** will be presented, a roadmap that will allow municipal destinations, tourism companies, academia and agents in the sector to acquire the necessary skills to make the most of the new platform.

This event is a privileged meeting point for public officials and representatives of the tourism sector, at a time when Mallorca is deploying new tools and dynamics to consolidate itself as a **smart, innovative and future-oriented destination**.

Event Details

- **Date:** Friday, April 10, 2026
- **Time:** 10:00 – 12:00 h
- **Location:** Hotel Meliá Palma Marina – Avinguda Gabriel Roca, 29, Palma
- **Duration:** 2 hours of main program

The event will combine the institutional presentation, strategic content, vision of the future and a final space for exchange between agents in the sector.

Event objectives



Officially presenting the Smart Destination Platform - Mallorca PID



Explain its vision, scope and usefulness for tourism planning, sustainability and governance.



Activate the sector around the new Comprehensive Training Plan, which will accompany the different profiles in the transition to data culture.



To generate a space for dialogue, alignment and collective commitment to the digitalisation of the destination.

This meeting will serve as **the beginning of the deployment and adoption phase** of the platform, strengthening collaboration between administrations, companies and sectoral entities.

Invited stakeholders

The event will bring together professionals and organisations that play a key role in the island's tourism activity. Expected attendees include representatives from:

Public institutions

- Consell de Mallorca
- Fundació Turisme Responsable de Mallorca
- Town halls and municipal destinations
- SEGITTUR

Private and business sector

- Tourism companies
- Accommodations and hotels
- Business groups in the service sector
- Technology platforms and data companies

Key areas of the ecosystem

- Business Partnerships
- Professional guilds and groups
- Universities and research centres
- Consultancies and organisations specialising in tourism and innovation

Other relevant actors

- Activity and experience companies
- Cultural and heritage entities
- Citizen organizations linked to the territory
- Mobility companies and complementary services

This meeting is designed to accommodate all profiles that, from different roles, contribute to the development of sustainable, intelligent and competitive tourism in Mallorca.

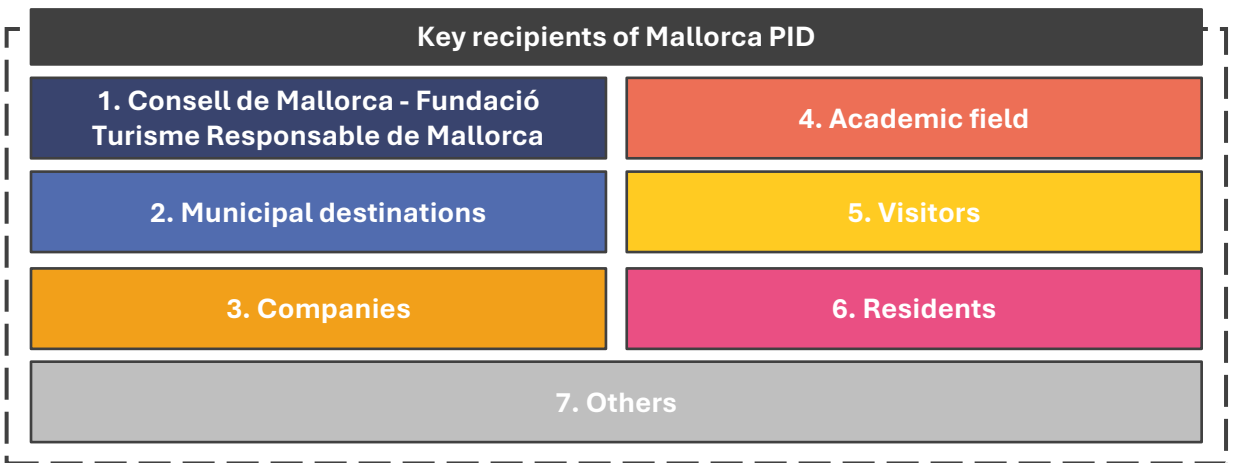


Comprehensive training plan

Comprehensive Training and Sectoral Activation Plan for Mallorca

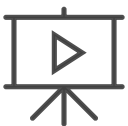
The presentation ceremony on 10 April marks the start of a **comprehensive training programme** designed to accompany the deployment of the Mallorca PID and generate a true **culture of data** in the island's tourism ecosystem. The plan is not conceived only as technical training, but as a **transformation process** aimed at enabling the different agents of the destination to understand, adopt and take advantage of the potential of the platform in their decision-making processes.

A program designed for the entire ecosystem



The plan is structured around **seven key recipients** of Mallorca's tourism ecosystem, adapting its contents, methodologies and level of depth to the needs and **degree of maturity** of each profile. The contents are organised into **three progressive thematic blocks** : **introduction and basis of the PID, data, and tourism intelligence.**

In figures:



9 training pills

video videos, published weekly between April and June 2026



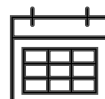
3 manuals and guides

benchmark for autonomous learning



6 webinars and practical online sessions

specific to each key recipient



3 months

of training program: April, May and June 2026

Comprehensive Training and Sectoral Activation Plan for Mallorca

Multi-format and flexible



The plan combines **different learning formats** with the aim of **maximizing the scope, flexibility and accessibility** of the training, facilitating the participation of the different profiles of the ecosystem regardless of their level of digital maturity.

A plan aimed at continuous improvement

The programme incorporates a **structured mechanism for evaluation and collection of feedback** after each training action, through satisfaction surveys, online forms, discussion spaces and qualitative collection of comments. This system will make it possible to **measure the effectiveness** of the training, **detect barriers** in the use of the platform and **incorporate improvements iteratively** throughout the process.

Linked to the Communication Plan

The Comprehensive Training Plan will be developed in coordination with the **Mallorca PID Communication Plan**, ensuring that each training action has its corresponding dissemination and visibility, and that the **sectoral activation** process reaches the island's tourism ecosystem as a whole in a coherent and aligned way.





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